

90 creative content ideas:

Talk TO your audience – not AT them

Post to connect.

Post to learn more about your audience.

Post to start a conversation.

Post to get leads.

Post to drive traffic.

Post to build your business.



1. Show a step-by-step guide on how you do something, or show the steps in a series of photos or a slideshow.
2. Create a cartoon or avatar.
3. Write a how-to article. Give instructions on the steps needed to do something.
4. Offer a list of benefits of using your product, service.
5. Share a list of things to avoid.
6. Use current events, trend or celebrities to relate to your content and spark discussion.
7. Use someone else's article and support or debate points.
8. Share an excerpt from an e-book or blog with a call to action to download for the rest of the information.
9. Share your slides from a recent presentation.
10. Share conference notes and take aways.
11. Do a recap of last years, months, weeks popular posts.
12. Post shout outs to supporters, clients, customers, etc.
13. Ask a question and share the results (include how your company solves that problem).
14. Do a poll and post the results.
15. Record an interview with someone who uses your products or service.
16. Record behind the scenes video or creating, doing various things.
17. Do a review of other non-competitive products or services that your community, audience cares about.
18. Offer industry take aways or breaking news. Give information.
19. Interview your favorite customer or client.
20. Post slideshow or photos from a recent event.
21. Run a contest or give away.
22. If your company has news to share (ex. promotion, award, etc.) share and inspire your audience.
23. Answer a common question.
24. Thank people by name who comment on your posts or share them.
25. Share your newsletter.
26. Share a YouTube video (yours or someone else's) and spark conversation.
27. Offer a daily tip.
28. Tell a joke or riddle.
29. Use pictures to show what you're working on.
30. Post pictures of a conference or event you've attended.
31. Ask for opinions on certain topics or questions.
32. Shine light on your customers or employees. (ex. person of the week)
33. Have a theme (ex. Motivational Monday, Sunday Funday, etc.) and post related content.
34. Have a guest host, celebrity or influencer to give you a review or comment.
35. Ask for ideas to solve a problem or issue people are facing.
36. Tell the first part of a story or joke and let your audience finish the sentence.

37. Ask a hypothetical question (ex. Would you rather _____?)
38. Share information about your company milestones.
39. Post a mystery photo have people guess the person, object, location, etc.
40. Post a photo and have your audience caption it
41. Post pictures of your products use captions to descriptions (ex recipes, style tips, etc.).
42. Compare two products in a post. Prompt your audience to add their comments.
43. Celebrate holidays or national days.
44. Tag others to wish everyone a happy (day).. (ex. Veterans on Veterans day).
45. Share blog posts (yours and others).
46. Share customer reviews and testimonials.
47. Host an “ask me anything” post.
48. Share free resources.
49. Promote an event.
50. Give away something for client email.
51. Post inspirational quotes.
52. Ask client or customer feedback.
53. Share your company story.
54. Get creative with emojis.
55. Share industry statistics.
56. Repost an old post.
57. Pair serious topics with something casual (use a funny relevant GIF or image).
58. Offer tips and/or advice.
59. Share brand stories.
60. Ask for suggestions to improve.
61. Share royalty free images.
62. Ask customers to share photos with your product, service.
63. Share a third party resource.
64. Create a product illustration.
65. Share your podcast, website, etc.
66. Get transparent (Are you increasing prices? Did something go not really as it was planned?) Post about it.
67. Post a job or volunteer position.
68. Post of milestones (this day last year, this day in history, etc).
69. Let followers take a trip down memory lane by sharing their favorite products or services.
70. Post fun facts or interesting tidbits.
71. Post a puzzle or blurred picture and have people guess what product it is.
72. Participate in community causes and share pictures.
73. Share motivational quotes or messages.
74. Organize a photo contest where fans post pictures of their favorites from your company.
75. Have big holiday offers (black Friday, Veterans Day, Mothers Day, etc.).
76. Share your morning routine or “a day in the life of”
77. Ask for predictions (ex. Who will win the Super-bowl, etc.).
78. Like-If (ask followers to LIKE the post “if” they did something similar and share their experience.
79. Share-If (ask followers to SHARE the post “if” they did something similar and share their experience.
80. Ask truth or myth questions.
81. Share other profiles. Promote colleagues or partners.
82. Seasonal posts.
83. Post affiliates. Share products or services that are related to your business that followers might enjoy.
84. Say Thank You to fans. (ex. We just hit 500 LIKES!).
85. Photo of the day tag.
86. Give a sneak peek of products, services, blog topics, etc.
87. Share Social media page links.
88. Share YOUR recommendations. Tried something awesome, read a book, saw a movie, etc. Share it.
89. Share WINS or successes as well as LOSS or failures
90. Share “places” posts when you travel especially if you have your products or services there.

